

**SYSTEM AND METHOD FOR OPTICALLY CAPTURING INFORMATION FOR
USE IN PRODUCT REGISTRATION****ABSTRACT OF THE DISCLOSURE**

A system and method are disclosed which enable optical capture of product registration information to aid in completion of product registrations. One embodiment provides a system for performing product registration, which comprises an optical device operable to optically capture a visual object associated with a product as digital data. The visual object includes product registration information for the product. The optical device may be an optical scanner or a digital camera, as examples. The optical device may be communicatively coupled to a first processing system, which is operable to communicate the captured product registration information to a second processing system (e.g., a vendor's product registration system) via a communication network. The product registration information may be optically captured by a user from a purchased product (e.g., at the user's home). Alternatively, the product registration information may be optically captured during a point-of-sale transaction.